

NOTABLE QUOTABLES

Learn from those who've been there, done that, and lived to write about it. These are some of advertising's greats. For more like these, you can also visit [this page](#).



“ Make it simple.
Make it memorable.
Make it inviting to look at.
Make it fun to read.

Leo Burnett



“ Sometimes the most important job advertising can do, is to **clarify the obvious**.

Jay Chiat



“ Don't bunt.
Aim out of the ball park.
Aim for the company of immortals.

David Ogilvy



“ To impress your offer on the mind of the reader or listener, it is necessary to put it into brief, simple language. You have got to hit them where they live in the heart or in the head. You have got to catch their eyes or ears with something simple, something direct, something they want.



John Caples